

**BROADCAST EQUAL EMPLOYMENT OPPORTUNITY
 MODEL PROGRAM REPORT**

Legal Name of the Applicant South Dakota Board of Directors for Educational Telecommunications		
Mailing Address 555 North Dakota Street		
City Vermillion	State or Country (if foreign address) South Dakota	ZIP Code 57069
Telephone Number (include area code) (605)-677-6524	E-Mail Address (if available) Severn.ashes@sdpb.org	
	Facility ID Number 762343	Call Sign NEW

Application for Construction Permit for New Station Application for Assignment of License

Application for Transfer of Control

a. Service Type: AM FM TV Other (specify) _____

b. Community of License:

City Mitchell	State SD
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INSTRUCTIONS

Applicants seeking authority to construct a new commercial, noncommercial or international broadcast station, applicants seeking authority to obtain assignment of the construction permit or license of such a station, and applicants seeking authority to acquire control of an entity holding such construction permit or license are required to afford equal employment opportunity to all qualified persons and to refrain from discrimination in employment and related benefits on the basis of race, color, religion, national origin or sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, an applicant who proposes to employ five or more full-time employees must establish a program designed to assure equal employment opportunity. This is submitted to the Commission as the Model EEO Program. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Guidelines for a Model EEO Program and a Model EEO Program are attached.

NOTE: Check appropriate box, sign the certification below and return to FCC:

- Station employment unit will employ fewer than 5 full-time employees; therefore no written program is being submitted.
- Station employment unit will employ 5 or more full-time employees. Our Model EEO Program is attached. (You must

I certify that the statements made herein are true, complete, and correct to the best of my knowledge and belief, and are made in

Signed <i>/s/ Julie Overgaard</i>	Name of Respondent Julie Overgaard
Title Executive Director	Date 11/2/2021

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

GUIDELINES TO THE MODEL EEO PROGRAM

The model EEO program adopted by the Commission for construction permit applicants, assignees, and transferees contains five sections designed to assist the applicant in establishing an effective EEO program for its station. The specific elements which should be addressed are as follows:

I. GENERAL POLICY

The first section of the program should contain a statement by the applicant that it will afford equal employment opportunity in all personnel actions without regard to race, color, religion, national origin or sex, and that it has adopted an EEO program which is designed to fully utilize the skills of qualified persons.

II. RESPONSIBILITY FOR IMPLEMENTATION

This section calls for the name (if known) and title of the official who will be designated by the applicant to have responsibility for implementing the station's program.

III. POLICY DISSEMINATION

The purpose of this section is to disclose the manner in which the station's EEO policy will be communicated to employees and prospective employees. The applicant's program should indicate whether it: (a) intends to utilize an employment application form which contains a notice informing job applicants that discrimination is prohibited and that persons who believe that they have been discriminated against may notify appropriate governmental agencies; (b) will post a notice which informs job applicants and employees that the applicant is an equal opportunity employer and that they may notify appropriate governmental authorities if they believe that they have been discriminated against; and (c) will seek the cooperation of labor unions, if represented at the station, in the implementation of its EEO program and in the inclusion of nondiscrimination provisions in union contracts. The applicant should also set forth any other methods it proposes to utilize in conveying its EEO policy (e.g., orientation materials, on-air announcements, station newsletter) to employees and prospective employees.

IV. RECRUITMENT

The applicant should specify the recruitment sources and other techniques it proposes to use to attract qualified job applicants. The purpose of the listing is to assist the applicant in developing specialized referral sources to ensure wide dissemination of vacancy information as job opportunities occur. Sources which subsequently prove to be nonproductive should not be relied on and new sources should be sought.

MODEL EQUAL EMPLOYMENT OPPORTUNITY PROGRAM

I. GENERAL POLICY

It will be our policy to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It will also be our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, and to ensure conformance with the Rules and Regulations of the Federal Communications Commission, we have adopted an Equal Employment Opportunity Program which includes the following elements:

II. RESPONSIBILITY FOR IMPLEMENTATION

Name/Title Eric Hildebrandt, South Dakota Bureau of Human Resources

will be responsible for the administration and implementation of our Equal Employment Opportunity Program. It will also be the responsibility of all persons making employment decisions with respect to the recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program is adhered to and that no person is discriminated against in employment because of race, color, religion, national origin or sex.

III. POLICY DISSEMINATION

To ensure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts will be made:

- The station's employment application forms will contain a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate local, State or Federal agency if they believe they have been the victims of discrimination.
- Appropriate notices will be posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate local, State or Federal agency if they believe they have been the victims of discrimination.
- We will seek the cooperation of unions, if represented at the station, to help implement our EEO program and all union contracts will contain a nondiscrimination clause.

Other (specify)

IV. RECRUITMENT

To ensure that information concerning each full-time vacancy is widely disseminated, we propose to use the following list of recruitment sources consistent with the requirements of 47 C.F.R. Section 73.2080:

The employment unit will use a variety of recruitment sources designed to inform qualified job applicants in our community of the availability of full-time vacancies at the stations. Vacancies will be sent to a voluntary listserv of over 3,800 recipients and advertised on the South Dakota Bureau of Human Resources, South Dakota Department of Labor, and South Dakota Public Broadcasting websites. The employment unit may also use job-related websites, such as Indeed, LinkedIn, and Glassdoor, as well as online sources like Facebook and Twitter.

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take one (1) hour. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0113), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0113.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Employment Unit; Stations Covered by Report

The instant Form 396-A EEO Model Program Report is being filed in connection with a contemporaneously filed application for a new NCE FM station at Mitchell, South Dakota (FIN 762343).

The new station and the following currently licensed stations will comprise a single employment unit for equal opportunity purposes:

KBHE-FM, Rapid City, South Dakota (FIN 58327)
KCSD(FM), Sioux Falls, South Dakota (FIN 60485)
KDSD-FM, Pierpont, South Dakota (FIN 58324)
KESD(FM), Brookings, South Dakota (FIN 58359)
KJSD(FM), Watertown, South Dakota (FIN 171810)
KPSD-FM, Faith, South Dakota (FIN 62385)
KQSD-FM, Lowry, South Dakota (FIN 58325)
KTSD-FM, Reliance, South Dakota (FIN 58326)
KUSD(FM), Vermillion, South Dakota (FIN 58426)
KYSD(FM), Spearfish, South Dakota (FIN 174496)
KZSD-FM, Martin, South Dakota (FIN 59466)
KBHE-TV, Rapid City, South Dakota (FIN 61068)
KCSD-TV, Sioux Falls, South Dakota (FIN 60728)
KDSD-TV, Aberdeen, South Dakota (FIN 61064)
KESD-TV, Brookings, South Dakota (FIN 61067)
KPSD-TV, Eagle Butte, South Dakota (FIN 61071)
KQSD-TV, Lowry, South Dakota (FIN 61063)
KTSD-TV, Pierre, South Dakota (FIN 61066)
KUSD-TV, Vermillion, South Dakota (FIN 61072)
KZSD-TV, Martin, South Dakota (FIN 61062)